



# COMMUNICATION STUDIES Bulletin



Quarterly Newsletter of Institute of Communication Studies, University of the Punjab, Lahore.

June 2006

## PU Radio FM 104.6 turns 'Two'

# Communication Studies a "Model Institute" Of Pakistan: Lt-Gen. (R) Arshad Mahmood

**I**nstitute of Communication Studies (ICS) celebrated the second anniversary of Punjab University FM 104.6 at its premises on the evening of 5<sup>th</sup> June 2006. The two day celebrations began with the Vice Chancellor Lt-Gen (R) Arshad Mahmood cutting the cake. The VC also recorded a radio message for FM 104.6 listeners, calling for achieving excellence in academics, character building and to follow the rich ethical and moral values for progress and development of the country. He also praised the ICS and its Director Prof Dr. Mughees-ud-Din Sheikh for developing and expanding the Communication Studies and making the FM 104.6 more valuable, particularly in its services rendered during the recent earth quake in Azad Kashmir.

FM 104.6 being an educational channel not only trains students of ICS but also selects talent from around the university, equipping students with

practical skills that enable them to become fruitful for the society. FM 104.6 is run by a young, dedicated team, who render their services with a sense of duty and morality.

The VC announced a purse of Rs. 100,000 as gift for the institute, congratulating the Dr. Mughees-ud-Din



Sheikh, he said that ICS is a model institute of Pakistan and the day is not far when it will develop into a university of Communication Studies.

Dr. Mughees-ud-Din Sheikh said FM 104.6 was providing the best talent for the electronic media besides being a training centre for PU students. A special transmission was launched on the occasion from 2 to 8 pm and 2 to 6 pm in addition to expansion of the routine transmission hours from two to four. Students decorated the institute with colourful hand drawn charts, flowers, and ornamental art.

The ceremony was attended by heads of departments, deans of faculties, teachers and students of the University. Registrar Dr Naeem A Khan, columnists Dr. Ajmal Niazi, Col (R) Ikramullah, Adeeb Javedani and Mr. Mukhtar also spoke on the occasion ■

## PU MCD upgraded as Institute

The Punjab University syndicate has accepted the long-standing demand for the up gradation of the Mass Communication Department as the Institute of Communication Studies (ICS). In response to a demand raised by Dean Behavioural and Social Sciences and the then Chairman Prof Dr. Mughees-ud-Din Sheikh in September 2004, the Vice Chancellor Lt-Gen (R) Arshad Mahmood appreciated the excellent performance of the Institute for introducing a number of new courses in line with the changing requirements of the time; besides the establishment of PU TV and PU FM Radio ■

Pertaining to the current media boom in the country the Institute of Communication Studies (ICS) constantly strives to equip its students with the requirements of the practical field of journalism. Whenever the question of recruiting media professionals arises, all eyes turn towards us. The practical example of which is the increasing number of students of the Institute employed in major media organizations throughout the country.

## Patron's Message

The upgrading of the Department of Mass Communication into an Institute is itself a manifestation of our excellence and potentialities. We take it as our utmost duty to befit our students in the media world, educating them with knowledge of the globe, a sense of responsibility and most importantly a passion to work. We have realized the need of producing journalists and media educators who are able to understand the complexities and politics of the outer world. It is thus, that the students of ICS look towards a bright future with spirited eyes.

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As the Director of the Institute of Communication Studies (ICS), it gives me great pride to declare that at this Institute we cater to the existing need of the media era, fostering a bright future for our students ■

## Development Journalism now MS Mass Communication

The Punjab University Academic Council and Syndicate approved the nomenclature of MA Development Journalism as MS Mass Communication (Development Journalism) on the recommendation of the Director Institute of Communication Studies (ICS), Prof Dr. Mughees-ud-Din Sheikh.

The program is now a semester system offering core and non-core courses. The Development Journalism Society of ICS thanked Governor Punjab, Khalid Maqbool for awarding DJ this new status. The Vice Chancellor has issued a notification in this regard.

Aftab Ahmed and Irfan Ashraf faculty members of Department of Journalism and Mass Communication, University of Peshawar also accompanied the delegation

## ICS converts the nomenclature of MA & BA into MS & BS

The MA and BA (Hons) programmes of ICS have been renamed as Master of Social Sciences MS and Bachelor of Social Sciences BS respectively. This decision was made at a meeting of the Faculty of Social Sciences at the ICS. Speaking on the occasion Dean of the Faculty Prof Dr. Mughees-ud-Din Sheikh said that this decision was taken for the promotion of quality education in the University. A notification in this regard was also issued by the PU administration.

## ICS TV a future-oriented step: Imran Masood

A two-day workshop on 'Education for All' was arranged by Institute of Communication Studies (ICS) in collaboration with the UNESCO and the Punjab Literary and Non-Formal Basic Education Department.

Punjab Education Minister Imran Masood was Chief Guest on the occasion while Punjab Literary Secretary Abid Saeed presided the session. Addressing the inaugural ceremony Imran Masood termed poverty and lack of awareness as the main hindrances in promoting literacy at various levels therefore the government has announced free education for children with a view to promoting EFA. He said Rs. 48 billion were being spent on the development of education under a phased programme.

The Minister highlighting the importance of Development Journalism in Communication Studies said this need was increasingly being felt now and ICS had taken appreciable steps in this regard. He said the introduction of PU TV at the Institute was a future-oriented step.

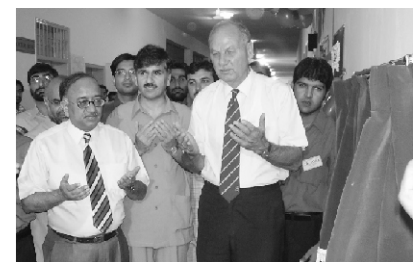


Punjab Literary Secretary Abid Saeed called for implementation of three basic elements of EFA, elementary education, adult literacy and early childhood education.

PU Registrar Prof Dr Mohammad Naeem Khan said the Punjab University was actively promoting educational activities. Expressing his views Director ICS Prof Dr. Mughees-ud-Din Sheikh said that Development Journalism was directly related to EFA and literacy and the Institute was producing media professionals. Stressing on the need to compete with the Middle East and Indian media he said that students must prepare themselves to meet the growing demand for media professionals in media channels.

## Lt-Gen. (R) Arshad Mahmood inaugurates 'Chomsky Multimedia Lab'

Vice Chancellor, Punjab University, Lt-Gen (R) Arshad Mahmood inaugurated the newly constructed 'Chomsky Multimedia Lab'. The construction of this highly equipped lab marks an important step in the development of the Institute. The lab consisting of fifty-five computer systems, a server room, multimedia projector and a sound system is meant to provide the students with state of the art technology. 'Chomsky Multimedia Lab' exemplifies a unique endeavour in the field of Communication Studies facilitating the students' educational requirements.



## Inauguration of 'Fatima Jinnah Ladies Lounge'

The newly constructed 'Fatima Jinnah Ladies Lounge' was inaugurated by Fatima Hussein, member of Board of Kuwaiti Journalist Association during her visit with a delegation to the Institute of Communication Studies (ICS).

The spacious lounge provides a comfortable environment for the female students of the Institute, where they can relax in their free time and offer prayers. The room is furnished in modern décor and attached with marbled washrooms and wash basins.





## Foreign Delegations Visit PU ICS

Kuwaiti media delegation paid a visit to the Institute of Communication Studies (ICS), where they were briefed about the Institute and its radio station. The delegation included Mr. Mubarak Faisal Al-Qanai, Ms. Fatima Hussein Al-Essa, Mr. Ghannam Saleh Hussan, Ms. Amal Mohammad Al-Khalid, Mr. Hussein Abdul Rahman, and Mr. Hamed Sauod Al-Umairi. They also discussed issues like education and international media with the Director ICS, Prof Dr. Mughees-ud-Din Sheikh and faculty members.

The delegation acclaimed the combined efforts of the Director and the faculty members

in nurturing the youth in making them able-bodied and well-informed journalists who would serve their nation well in the coming future.

Later, the delegation accompanied by the Director was shown around PU FM 104.6 and recorded interviews for the programme "Visitor's Book".



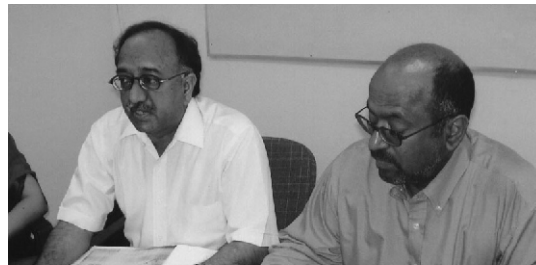
UAE delegation comprising of Mr. Ali Mohammad Omar Al Amodi (Al-Ittehad Newspaper), Mr. Mahmoud Abdullah (Khaleej Times), Dr. Sherif Mohamed El Bassel (Al-Fajr), Mr. Osman Abd Saleh (Al Wahda) and Mr. Duraid El Baik (Gulf News) visited the Institute of Communication Studies (ICS) for a discussion on the role of media after 9/11. The program was organized by ICS in collaboration with Islamabad Policy Research Institute (IPRI).

The delegation briefed the audience that after 9/11 media has become very active in Gulf and Dubai as the leading international TV channels and newspapers have opened their offices in the region, with more women joining the discipline. Commenting on the freedom of press they said the UAE was experiencing a positive change and stories from the East and West were reported without any bias.

Expressing their concern over the boom of

IT and electronic media the visitors remarked that the print industry may lag behind as the TV provides instant news. Director ICS Prof Dr. Mughees-ud-Din Sheikh said the print media cannot be entirely ruled out however the sector requires top notch professionals.

The Director briefed the guests on the international language courses being offered since 2005 at the institute. Arabic, French, Persian and German are also being taught to acquaint students with international media. The delegation took keen interest in the institute's curriculum, crediting it as one of the best.



German delegation including Dr Arnul of Leipzig University, Dr Klansheer of Gracifuall University and two students Katya Nuntel, Urte Paul visited different sections of the Institute. The delegation lauded the academic environment of the Institute of Communication Studies and the activities of PU FM radio 104.6, especially its memorable performance in Muzaffarabad to boost up the morale of the victims.

Addressing the delegation Prof. Dr. Mughees-ud-Din Sheikh said ICS and German Universities should collaborate in the field of research and media studies to improve the skills of students at all levels.



## Dr. Elizabeth Eide returns home



Institute of Communication Studies (ICS) hosted a farewell dinner in honour of the Norwegian Professor Dr. Elizabeth Eide marking the end of her stay as visiting faculty on Global Journalism. Dr. Elizabeth Eide was the first milestone in the Faculty Members Exchange Program under an agreement signed by the Oslo University College, Norway and Punjab University recognizing the need of educational and cultural collaborations.

The purpose of interaction between faculty members is to establish new opportunities in research and development and further mutual understanding between the institutes.

Dr. Eide is Associate Professor at Oslo University College, Department of Journalism, Norway. She has translated several books and articles from English to Norwegian Language besides authoring numerous publications of international repute and five novels.

As part of the exchange program Director Prof Dr. Mughees-ud-Din sheikh will also pay a visit to Oslo University in the coming months.

**Punjab University  
an important  
institution in the  
Subcontinent:  
Prof Walia**

**C**hairman Journalism and Mass Communication Department, Punjab University, Patiala, India, Prof Dr. Harjinder Singh Walia praised the Institute of Communication Studies (ICS) for imparting practical training to its students.

Speaking during a question answer session with students, he said despite technological advancement and rapid progress in every sector of life, the Punjab University was still an important educational institute in the subcontinent. He said, "We have emulated the PU in syllabi and research methodology because it is complete in all respects and fulfils modern day requirements."

Dr. Walia said he had travelled widely in connection with international conferences but had not come across any institute equivalent to ICS as it was fully equipped with modern facilities in radio and TV journalism training.

Welcoming the honourable guest, Director ICS, Prof Dr. Mughees-ud-Din Sheikh stressed on the urgent need for resolving all core issues between the two countries through meaningful dialogue for achieving objectives of durable peace in the region, "we can live together as good neighbours and channelize our resources in a better and friendly environment."

## **Fair and independent media plays a pivotal role in the development of a country: Javed Jabbar**

**A** fair and independent media plays a pivotal role in the development of a country and propagation of critical issues, said Javed Jabbar former Federal Minister while expressing his views at a seminar on 'Increasing Influence of Global Media on Pakistani Society' organised by the Institute of Communication Studies (ICS) in collaboration with Sociology Department at the Institute of Chemical Engineering and Technology.

He stated that though media is a powerful tool for disseminating information, it cannot capture the totality of any event.



The ICS Director Dr. Mughees-ud-Din Sheikh said the importance of communication had increased significantly because of renewed emphasis on media studies. He added that developing countries faced many challenges because of the onslaught of media and had to preserve their culture and heritage.

The Chairman Sociology Department Dr. Muhammad Hafeez stressed the need of in-depth studies of culture on the global stage in modern world. The seminar was attended by Pakistani-American Scholar Dr. Aslam Abdullah along with a large number of students, faculty members and other research scholars.

## **Prof Waris Mir and Mehmood Madni remembered**



**A** commemorative meeting was held at the Institute of Communication Studies (ICS) in honour of the late Prof Waris Mir, former Chairperson ICS, in connection with his death anniversary. The reference included issues which Prof Mir had passionately written on and were still prevalent in the society.

Munnoo Bhai, Atta-ul-Haq Qasimi, Atta-ur-Rehman, Mujeeb-ur-Rehman Shami, MNA Bushra Rehman, Rashida Qureshi and sons of late Prof. Waris Mir, Hamid and Amir Mir comprised the speaker's panel while Prof. Dr

Mughees-ud-Din Sheikh, Director ICS, chaired the session.

The Pakistan Public Relations Society will also present students and teachers with Waris Mir Award on their work on Prof Waris Mir. Prof Dr. Mughees-ud-Din announced that the Institute would organize commemorative meetings in the memory of all of its former chairpersons.

Similarly, late Mr. Mehmood Madni (Editor Daily Jasarat, Karachi) was paid tribute by Syed Taseer Mustafa, Hamid Dogar, Dr. Naz and daughter of late Madni, Rabia Madni.



## Prof Dr. Mughees-ud-Din Sheikh promoted as Dean

**P**rof. Dr. Mughees-ud-Din Sheikh has been appointed as Dean Faculty of Behavioural and Social Sciences at Punjab University in addition to his duties as Director Institute of Communication Studies (ICS). He has the honour of being the first director of the Institute. Faculty of Behavioural and Social Sciences comprises of Departments of Sociology, Political Science, Women Studies, Social Work and Communication Studies.

In addition to his master degree in Journalism and Political Science from PU, Prof Dr. Mughees-ud-Din has completed his PhD in Mass Communication and M.A in Journalism from Iowa University, USA.

Prof. Dr. Mughees-ud-Din is an award winner of Salzburg fellowship Seminar (Austria), Fourth Estate Journalism Award USA and John F. Murray Scholarship, USA. He is also the recipient of University Best Teacher Award 2004 by Higher Education Commission and the Quid-e-Azam Gold Medal by Tehrik-e-Istham-e-Pakistan. Dr Mughees is also the first elected President of Pakistan Media Educators Council besides designated as the member of Board of Studies of major universities throughout Pakistan.

Dr. Mughees has authored thirty-seven research articles published in journals of national and international repute. Moreover, he has reviewed Encyclopaedia of International Media and Communication, Seattle, USA ■

## Dr. Mughees awarded Mass Media Laureate-XVI Star

**D**irector Institute of Communication Studies (ICS), Prof Dr. Mughees-ud-Din Sheikh was presented with the coveted Mass Media Laureate-XVI Star Award 2005 and the Leader of New Millennium Gold Medal, in recognition of his praiseworthy services in the fields of academics and research related to Communication Studies over the last three decades. The awards were presented at a ceremony organised by the South Asian Publications at Karachi ■

## Dr. Mughees' Engagements

- ✍ Participated in programs on 'Basant' and 'Media, Culture and Society' as panellist along with Qudsia Lodhi, Syed Noor, Hassan Nisar and Mian Amir on ARY.
- ✍ Presented his paper titled 'Freedom of Expression, Human Rights and World's Religions: The Case Study of Cartoons of Prophet Mohammad (PBUH)' in an international conference held in Isfahan, Iran.
- ✍ Named "Friends of Smile" by ATV and UNICEF in a ceremony organised in Islamabad. He also took part in a dialogue on Yellow Journalism along side Mujeeb-ur-Rehman Shami and Sajjad Boukhari arranged by ATV at the institute's TV studio.
- ✍ Nominated as Polio Ambassador by UNICEF.
- ✍ Appeared in program on ATV titled 'Guardian' as a Model Teacher.
- ✍ Spoke on Local Body elections, and live marathon (1.5 hours in Pakistan and 3 hours in Riyadh) with reference to the death of King Fahad.
- ✍ Interviewed in a 90 minute programme 'From Lollywood to Bollywood' on the TV channel Filmazia.
- ✍ Gave talk on Tehran Radio's current affairs programme and also participated in an online conference with Indian scholars on the subjects of Kashmir issue and Iran's nuclear programme.
- ✍ Delivered a speech on 'Role of Media in the present day world with special reference to 9/11 and 7/7' as guest of honour at PC Lahore organized by Eilaaf Club.
- ✍ Guest panellist at Aaj TV's 'Campus Program' on the topic 'How well prepared are the media students to cope with the fast growing media market.'

Interviewed by leading TV channels and newspapers including Tehran TV, Voice of Germany, PTV World, GEO, Apna, ATV, Express, Khabrein, and Ausaf for his opinion on major events taking place around the world. FM Channels 100, 101, 98, 93 also called upon the Dean d airing his opinion on various matters. ■



## ICS raises fund for quake-affected

The Institute of Communication Studies (ICS) had set up two camps to collect donations from the public for the quake affectees. In just four days the students collected an amount of Rs. 0.2 million and 77000 along with relief goods worth 0.01 million.

In a meeting the Director of ICS Prof. Dr. Mughees-ud-Din Sheikh said the Dept has made its contribution for the quake victims in the shape of cash, services and goods. FM 104.6 is regularly producing live and recorded radio programs as a form of relief services for the quake victims, creating awareness among them about health-care, child protection, and water and sanitation activities.





Hamid Mir and Bushra Rehman inaugurating Prof Waris Mir section in Zafar Ali Khan Memorial Library



Students relaxing in newly constructed 'Fatima Jinnah Ladies Lounge'



PU Registrar Dr. Naeem Khan, Dr. Mughees-ud-Din Sheikh and faculty members on FM 104.6 birthday celebrations



Chief Editor, Daily Pakistan, Mujeeb-ur-Rehman Shami visiting ICS along with Director Prof Dr. Mughees-ud-Din Sheikh



Federal Minister Muhammad Ali Durrani, Lt. Gen. (R) Arshad Mahmood with Dr. Mughees during a visit to P.U. F.M. Muzaffarabad



Dr. Mughees Sheikh with columnist Hasan Nisar as speakers in ARY talk show at ICS



A mosaic of contributions by ICS students celebrating the second anniversary of FM 104.6



A view of Chomsky Multimedia Lab at ICS



Chairman MCD PU Patiala, Prof Walia and Director ICS Prof Dr. Mughees-ud-Din Sheikh with Dr. Waqar Choudhry of APP and Tanveer Shahzad



Mujeeb-ur-Rehman Shami and Salim Bokhari with Dr. Mughees at Grand Media Assembly



Dr. Miskeen Ali Hijazi, columnist Dr. Ajmal Niazi and Col. Ikram during the 2nd birthday celebrations of FM 104.6



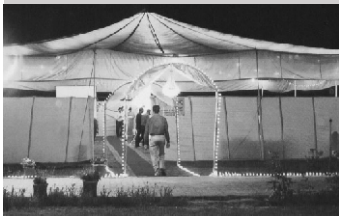
ICS Students raising fund for earthquake victims



The dynamic team of FM 104.6 poses for a picture



## PU hosts welcome dinner honouring FM 104.6 radio team from Muzaffarabad



A welcome dinner was hosted to honour the students of Institute of Communication Studies (ICS), for their voluntary services for campus radio FM 104.6 in Muzaffarabad, on the team's return after four months. Chief Guest Vice Chancellor Lt-Gen (R) Arshad Mahmood appreciated the efforts of the students and termed it a national service which the quake hit people would never forget. He congratulated the student team for their successful programme 'Zindagi Phir Muskurai Gi' on FM 104.6.

Director ICS Dr. Mughees-ud-Din Sheikh said that several new projects were also in the pipeline to give practical experience to the students. ICS students presented a showcase of TV and radio documentaries on the occasion, based on the life of Muzaffarabad quake affectees. Dr. Ajmal Niazi, Brig(r) Zafar Iqbal, Abdul Qayyum Hejazi, Dr. Aslam Dogar, Taufeeq Butt, Shafiqur Rehman, Nadeen ul Hassan Gilani, Principal Law College Dr. Muhammad Malik, Prof Mumtaz Salik, the faculty members and former chairman of ICS Dr. Miskeen Ali Hijazi were present at the dinner.

## Media should play a more responsible role: Sheikh Rasheed

The media in Pakistan is free but should play a more responsible role and depict reality without bias, Sheikh Rasheed former Federal Minister for Information and Broadcasting said at a seminar titled "Press Freedom in Pakistan" held in connection with the World Press Freedom Day, organized jointly by the Punjab University Institute of Communication Studies (ICS) and UNESCO.

The Federal Minister pointed out that the media in Pakistan was free and more television channels are being issued licenses, soon there might be up to seven hundred television channels in the country. He further said that good journalism did not imply to just write against the government. "You can get very good news by maintaining good relations with the government and its people and it should be kept in mind that many journalists became big because of good government reporting", said the Minister.

The Minister said that Indian newspapers were willing to distribute their papers for free in Pakistan but the Pakistani government did not allow it, as it may harm the local newspaper industry.

Sheikh Rasheed supported the 7th Wage



Board Award and said that government was sincere in its efforts but newspaper-owners were creating hindrances. The minister said that the latest legislation on PEMRA could be amended if there were a provision allowing electronic media people to be arrested without warrants.

The seminar also marked the end of the two-day workshop on 'Education for all' that was organized by (ICS) in its premises. The Minister distributed certificates amongst the workshop participants and awarded the Gender Issues Reporting Awards, to Fozia Shahid and Huma Yousuf, organized by UNESCO and Pakistan Press Foundation. Guest of Honour Moahid Hussain, Prof Dr. Mughees-ud-Din Sheikh, Adnan Shahid and Atta-ur-Rehman also spoke on the occasion.

## ICS stages grand 'Media Assembly' on October 8 earthquake

A media assembly titled "Earthquake Catastrophe and Media" was organised by the Institute of Communication Studies (ICS). Eminent media personnel from cross-section of electronic and print media were invited, along with the heads of the department of Mass Communication from other universities to contribute towards the formulation of proposals to enhance the role of media in crises management.

Participants stressed on the need to create awareness and provide training to cope with natural disasters to minimize the loss of life and property. The assembly urged that awareness-building is imperative next to induction of

new courses on coverage and management in Communication Studies.

The Director Prof Dr. Mughees-ud-Din Sheikh said that this media assembly was an essential platform of discussion and the Institute would make arrangements to organize such events at least once every year on different issues. He said while the media was busy updating the masses on the effects and aftermath of the earthquake the Institute's radio station at Muzaffarabad was making undaunted and earnest efforts to highlight health and education issues, which were the immediate necessity of that time.

The assembly observed that some channels did not show ethical principles and standards

by showing footage of corpses and injured persons, leaving a negative impression on the viewers. Participants maintained that the media, especially the electronic media should maintain a rating and censor standard. However, the media's role in covering the catastrophe was appreciated which lead to the government's swift rescue operations in the affected areas.

Eminent media personnel Mr. Mujeeb-ur-Rehman Shami, Mr. Salim Bokhari, Mr. Rizwan Mumtaz Ali, Mr. Zia-ur-Rehman Amjad, Mr. Khawar Naeem Hashmi, Dr. Awais, Mr. Israr Kisana, heads of the department of Mass Communication of various colleges and universities of Lahore were the active participants of the assembly.

## Advisor to CM, Dr. Faiza Asghar calls to eradicate child beggary

Delivering a lecture, 'Destitute Children and Our Responsibilities', hosted by the Institute of Communication Studies (ICS), Dr. Faiza Asghar, Advisor to the Punjab Chief Minister on Children Rights and Chairperson of the Child Protection and Welfare Bureau, said that Non-Governmental Organizations (NGOs) and individuals both should be urged to do their part in curbing child begging and exploitation of child rights by giving them protection and basic necessities of life.

Statistics given by Dr. Faiza revealed that around 30,000 to 40,000 children were forced to beg on the roads. And 6000 of these children were suffering from sexual exploitation for a mere Rs 10 to 25, with around sixteen begging mafia gangs operational in the city.

She said that poverty is one of the main reasons contributing to the increase in child beggars. Another factor being drug addict heads of families forcing their children to beg instead of providing them education.

She further said that child protection institutes, units and special courts were working under the Bureau to combat this social menace; adding that around 322 operations had been conducted for eliminating the miseries besides taking 1836 children in custody. The Bureau provides food, education, medical and vocational facilities for physical and moral support of the children.

Addressing the audience on the occasion, the Director ICS Prof Dr. Mughees-ud-Din Sheikh said all segments of the society should be urged to help the forlorn children.



## Reuters' Editor appreciates the aptitude of female students at ICS

Managing Editor and Head of Editorial Operations of Reuters, Mr. Chaitanya Kalbag Bio visited Institute of Communication Studies (ICS) to deliver a special lecture. The Director of the Institute, Prof Dr. Mughees-ud-Din Sheikh gave a welcome note in his honor.

Mr. Chaitanya briefed the students on the history of Reuters, describing the series of developmental changes Reuters went through since the time of its establishment. He also talked about the setup of Reuters, its policies, and its globally functional operating units. Warning the students about the dangers of the field of journalism he said that risk surrounds the lives of journalists; and they should always be prepared to face adverse conditions. He said that no story is as important as life itself.

FM 104.6 interviewed Mr. Chaitanya who appreciated the Program Manager Zahid Bilal and the staff members of FM 104.6 for their high quality productions. He was greatly impressed by the number of female students currently studying at the Institute and their outstanding aptitude and intellect.

Later in the session Mr. Chaitanya praised Dr. Mughees' efforts in making the Institute a better place to gain proper education and confidence necessary for meeting the standards of today's challenging world.



## Army delegation meets Director ICS

A delegation of 22 army officials was received by the ICS Director, Prof. Dr. Mughees-ud-Din Sheikh, at the Institute of Communication Studies (ICS). The meeting aimed at acquainting the delegation with the facilities available at the Institute for the Communication Studies. The officials were shown around the Institute's radio FM 104.6, Chomsky Multimedia Lab, Zafar Ali Khan Memorial Library, and Hameed Nizami Memorial Conference Room.

The Director briefed the delegation about the functioning of the Institute. Stressing on the essentiality of communication studies he said the Pakistani media needs to equip itself with the best media tools to assist the country in effectively playing its role in the prevailing issues of Kashmir, Palestine and Afghanistan.

## ARY talk show condemning relaxation of kite flying ban

Institute of Communication Studies (ICS) conducted a talk show at its premises, arranged by the ARY TV Channel. The talk show hosted by Aneeq Ahmed included as guest speakers City District Nazim Mian Aamer Mehmood, Columnist Hassan Nisar, Director ICS Prof Dr. Mughees-ud-Din Sheikh and Rizwan father of a victim stray kite string.


Mian Amer claimed that he was the first to oppose the relaxation of a ban on kite-flying by the apex court. He said that section 144 was imposed in the city as a precautionary measure. Columnist Hassan Nisar, claimed that the rulers themselves did not want to stop such activities, and law making in Pakistan was an easy task, as compared to their implementation. He said that here laws were made only for the poor.

## National Testing Service to examine BS candidates


Admission into four years BS Communication Studies programme will now take place according to the National Testing Service (NTS) standards. Only the candidates who qualify in the NTS examination will be eligible to apply to Institute of Communication Studies (ICS), where admission will be granted on merit in which NTS will comprise 30% of the total weight age, while the rest 70% will be of the applicants' academic record.



## Academic Accomplishments

 Assistant Professor Dr. Ahsan Akhtar Naz has published his fifth book titled 'Press Ethic' in Urdu. Mr. Mujeeb-ur-Rehman Shami, Chief Editor, Daily Pakistan, Director ICS Prof. Dr. Mughees-ud-Din Sheikh and Mr. Imtiaz Alam, Secretary General, SAFMA contributed their thoughts on the book flaps. The book covers media and its function in Pakistani society.

 Assistant Professors Ms. Noshina Saleem and Mrs. Bushra H. Rehman visited the Peshawar University to participate in a three days symposium organized by the Department of Journalism and Mass Communication University of Peshawar in collaboration with 'International Communication and Media Sciences' Leipzig University, Germany sponsored by DAED. Miss Noshina Saleem presented her research paper on "Indian Cultural Influence on Pakistani Society, a study of PU female students, while Mrs. Bushra H. Rehman spoke on "Portrayal of Muslim women' in the media.

 Pakistan Electronic Media Regulatory Authority (PEMRA) has elected Ms. Nosheena Saleem as a member of Council of Complaints for the Punjab province.

## Leading TV channels recruit ICS students

For the first time a large number of students from Institute of Communication Studies (ICS), equipped with professional skills and experience, have marked their places in the electronic media. PTV employed Ramzan Hussain, Ishtiaq Ahmad, Muhammad Owais, Adeel Shaukat, Safder Gardezi, Zahoor Farooq, Tanveer Tiwana, Muhammad Bilal Saleem, Muhammad Asim, Haroon Elahi and Sehrish Mushtaq. During last couple of years Miss Aiza, Raza Khan, Qaiser Mustafa, Shahid, Mustabshira, Sadia Zia, Shakeel Awan, Subohi Jamshed, Farhan Musthtaq and several others also joined the PTV as producers.

Among other channels ATV employed Mr. Rashid, Jam Asif, Mr. Yasir, Shafqat Rasool and Ahmed Abubakar. Geo appointments include Faiza Boukhari, Nabia Osman, Wajid Zulqarnain, Muhammad Usman and Kashif Mehmood; and ARY signed Mr. Jillani and Wajiha Sabahat. Director ICS Prof. Dr. Mughees-ud-Din Sheikh congratulated the selected graduates of PU.

## Girls excel in BS Communication Studies result

Female students excelled in the first batch of BS Communication Studies Programme, session 2002-06. The Institute of Communication Studies (ICS) announced the result of the first session in July. Wajiha Sabahat secured first position with 3.96 out of total 4 Cumulative Grade Point Average (CGPA). Sadia Shahid and Kausar Batol held second positions with 3.913 and 3.905 CGPA respectively. 'Role of Honour' was conferred upon Almas Jabeen and Mehtab Ismael for scoring above 3.80 CGPA.

## ICS students attend Digital Video Conference at US Consulate

The American Consulate invited ten students of Institute of Communication Studies (ICS) to participate in a Digital Video Conference (DVC) with students from the Southern Illinois University, School of Journalism, Carbondale.

The topic of the DVC was "Journalism Education in Pakistan and the U.S. the Students' Perspective". The DVC was also attended by the students of Mass Communication Departments of Kinnaird College for Women, Lahore College for Women University Lahore and the Beaconhouse National University.

Students from both sides raised questions on the standards of press freedom in both countries, credibility of news, press laws in Pakistan, and the curriculum of Carbondale University. Wajeeha Sabahat, student of BS, acted as moderator from ICS, Punjab University.

## MS-Office and Internet training workshop

A 'Microsoft Office and Internet Training' workshop was arranged in collaboration with the United States Information Centre Lahore. It was a five-day workshop covering major concepts of Microsoft Word, PowerPoint and Internet surfing.

The workshop was inaugurated by Mr. Rex Masor, Public Affairs Officer American Centre. He said that USA has been offering scholarships to encourage Pakistani students in this field and has introduced a website for easy access to information.

Mr. Muhammad Asif, instructor American Centre along with workshop coordinator Abid Majeed, lab staff and students made the event successful. Director Prof. Dr. Mughees-ud-Din Sheikh briefed the participants regarding the importance of IT knowledge in a global world, promising to continue such events in future.

## MS programme at Gujranwala PU sub campus

The Institute of Communication Studies (ICS) will start Masters programme in Communication Studies at the Gujranwala Sub Campus of the Punjab University, in light of a proposal laid by Prof Mughees. This was decided in a faculty meeting chaired by Director ICS Prof Dr. Mughees-ud-Din Sheikh. Punjab University FM 104.6 would also launch its special transmission in the sub campus.

## Bushra Rehman awarded Best Teacher

Mrs. Bushra H. Rehman, Associate Professor at Institute of Communication Studies (ICS), Punjab University received the Best Teacher Award along with a cash prize from the Vice Chancellor Lt-Gen (R) Arshad Mehmood. Twenty-five other faculty members from different departments and institutes of the University were also awarded at the occasion.

## Asian Students Leaders Conference, USA

Wajiha Sabahat, student of BS Communication Studies, participated in an undergraduate six week scholarship program of Asian Student Leaders titled 'US State, Society and Culture' conducted by the US State Department. A total of seven students from Bangladesh, India and Pakistan were selected to participate in the course at Dickson College Carlisle, Pennsylvania. Wajiha was the only student nominated from Punjab. The students' training comprised political analysis, meeting with US Congress political figures. They were also engaged in community work and site visits to Baltimore, Philadelphia, New York, and

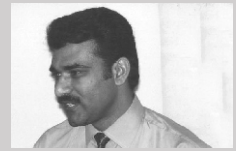
Washington. The students also got an opportunity to meet the US Policy Maker Stephen Cohen and had lunch with the Pakistani Ambassador Jehangir Karamat.



## ICS Sports Round-up

- ✍ Sana Khan won the Inter collegiate Lawn Tennis Championship by defeating Lahore College for Women University in the final match. A number of colleges from Lahore and other cities contested for the Championship. Sana Khan won the final with the score 6-2 and 6-1.
- ✍ Nabiha Haq, Lawn Tennis player, won All Pakistan Inter-University Lawn Championship and represented Pakistan in World Universities in Turkey. Nabiha is winner of Pak-India (Punjab to Punjab) Lawn Tennis Friendship Series and Ladies Single Title. She currently ranks at number 5 in Pakistan.
- ✍ Nadeem Naeem, a Pakistan colour holder, participated in the World Universities games "Izmir", Turkey. He was awarded Best Player of the Year in all Punjab institutes by the Punjab Chief Minister. Nadeem is two times silver medalist in 50th National Wrestling Championship and First Inter Province Games.
- ✍ Sana Javaid, Captain of Pakistan Women Cricket team, was credited Woman of the Match National Championship of Women Cricket. During the championship she scored one century and four fifties.
- ✍ Rabia Qadir participated in the National Games Karachi winning gold medal and played in the
- ✍ Amir Nisar Chaudhary won a gold medal in the Inter-University Tug-of-War Championship. Amir had the honor of representing Pakistan on several occasions at international level earning various awards.

## NEW APPOINTMENTS



✍ Mr. Naveed Iqbal Ch. (MA in Mass Communication and Political Science) appointed as lecturer at ICS. His area of specialization is Communication Research. Previously he was associated with Mass Communication Department of Sargodha University.



✍ Mrs. Abida Ejaz has been enrolled in the ICS Ph.D. programme and appointed as lecturer at ICS. Mrs. Abida holds an M. Phil degree from Allama Iqbal Open University and was the Chairperson of Government Fatima Jinnah Girls College, Chunna Mandi, Lahore.



✍ Mr. Shafique Ahmed is master in Mass Communication (Theory and Research Specialization). He taught as lecturer at the MCD National University of Modern Languages (NUML Islamabad).



✍ Mr. Akram Soomro has been taken into service as a lecturer (on contract) and Coordinator BS programme



# FM 104.6

## renders rehabilitative communication services in

# Muzaffarabad

Institute of Communication Studies (ICS) developed a unique way of offering rehabilitation to the victims of the October 8 earthquake in the form of 'Rehabilitative Communication'.

On December 10, 2005 the Institute launched FM 104.6 in Muzaffarabad to provide information and advice on health, sanitation, education, child protection, relief schedule, to the quake survivors in Muzaffarabad. FM 104.6 was being run by its broadcasters from a tent pegged in Upper Chatter. The team included seven broadcast staff members and three university students. Replacement teams were ready on cue to ensure easy substitution and smoothness in the operation of the channel.

Recorded and live programmes were broadcasted from 9am to 9pm, including talk shows aimed at discussing the post quake scenario. The programmes covered a wide range of topics to assist the victims and provide them the strength the courage to rebuild their lives. Two news bulletins were aired in regional languages as well as Urdu during the 12-hour transmission.

'Sathi hath barhana', 'Hum aik hain', 'Khaima baithak' were among the programs aired to help the survivors psychologically.

PU in collaboration with WHO and UNICEF distributed 500 transistors in the quake-hit areas to restore the communication.

The launch of the channel was attended by Vice Chancellor Lt-Gen (R) Arshad Mahmood, Chairman of the National Volunteers' Movement Muhammad Ali Durrani and a representative of the AJK President. Director ICS Prof Dr. Mughees-ud-Din Sheikh said the prime objective of establishing a radio station is to educate affectees about the health care facilities. The radio transmitter functioning there has been built by the students of the Institute.

Launch of FM 104.6 at Muzaffarabad did not affect the transmission of Institute's FM station at Lahore. The efforts of the station have been applauded and acknowledged by the leading media organizations of the world like BBC World, Voice of America, Voice of Germany, NHK World Japan, "News Day" New York and Radio Holland along with the leading domestic media organizations.



Dear Readers,

As a student of BS Communication Studies it was a great honour for me to be assigned as the editor of Communication Studies Bulletin. I'm grateful to Dr. Mughees for guiding us through our first attempt.

Editor.

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